

Coursera Capstone Project

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1 Introduction

1.1 Background

Brooklyn is a borough of New York City, in the state of New York. It is the second most densely populated county in the United States with over 2.5 million residents. It has a huge GDP of \$92 billion, bigger than the GDP of approximately 70% of the world's countries. Brooklyn is home to a wide variety of ethnicities and cultures, with nearly 50% of the population having a language other than English as their first language

1.2 The Problem

I want to investigate the best place for a particular business to open up, in this case a yoga studio, based on a variety of factors, such as population's density, property prices, competition and how affluent the particular neighbourhoods may be. While I will focus on a yoga studio example, I will try to keep my research general, so that a wide variety of businesses could follow the same data with a few simple changes.

1.3 The Interest

I believe that this information will be useful to any aspiring entrepreneur or small business owner looking to open a business or branch in Brooklyn. This information should help choose the optimum location for their business, helping them to ensure lots of potential clients, while keeping costs as low as possible.

2 Data

2.1 Foursquare API

I used Foursquare API to explore the different categories of venues in Brooklyn, as well as how common they are, and their latitude & longitude. This information will be the basis from where I will build my argument for the location to start the business, for example, if there are several yoga studios in a particular area, does this mean that it is a bad place to set up as there is competition, or a good place as there are already potential clients in the area? I hope to make my argument around discussions like this.

2.2 Wikipedia

21/7/20

I scraped different Wikipedia pages to show the relevant population densities and incomes by neighbourhood, as well as potential property prices by neighbourhood, in order to find the optimal location for the prospective business. I will combine this information with the Foursquare information in order to make my arguments.